

REMARKS

New claims 13-15 have been added. Claims 1-15 are pending. Applicants respectfully request that U.S. Patent No. 5,794,210 (Goldhaber) be added to PTO form PTO-892, as the patent was used in rejecting some of the claims of the present invention.

On page 4 of the Office Action, Claims 1-12 were rejected under 35 U.S.C. § 103(a) as being unpatentable over an article entitled, "LiQ, Inc. Makes Gift-Giving Easier with Online Paging; Shop and Chat Technology Lets Consumers Make Decisions Together," Business Editors, Business Wire, Dec. 21, 1999 (hereinafter LiQ) in view of DIALOG(R)File 640, record # 10719046, "BIG BUDDY IS WATCHING YOU," San Francisco Chronicle (SF) – SUNDAY, August 6, 2000, Cheryll Barron (hereinafter Barron).

In the "Response to Arguments" section on page 2 of the Office Action, the Examiner states that:

certainly the product information sent to the 2nd user to view together with the first user is advertising information which includes advertising image data. Further, in LiQ, the second user getting a page (to shop together) implicitly receives a status of the first user, i.e., that the first user is online at the time. Therefore, the LiQ page reads on displaying, on the second computer, advertising data image included said first advertising information broadcast in said broadcast step, as status of the first user (the last step of claim 1).

Applicants respectfully submit that LiQ does not disclose or suggest, "an advertising step for displaying as status of the first user on the second computer advertising image data included in said advertising information broadcast in said broadcast step," as recited in claim 1.

The Examiner's assertion that product information including image data is sent to the 2nd user to view together with the first user in LiQ, is incorrect. LiQ merely states that visitors can create their own chatrooms and invite as many people as they would like to participate in the chatrooms. LiQ further states that shoppers already logged on are paged privately. See LiQ, page 2, third paragraph. Merely paging users to enter a chatroom does not necessarily mean that the users are provided with product information.

Privately paging a user could include something as simple as sending the user a

message indicating that another user is on-line shopping for handbags, for example, which is not tantamount to or related to the feature of the present invention identified by the above-quoted language of the present invention. LiQ provides no additional information regarding the "page." In LiQ, no information is provided or suggested regarding displaying as status of a first user on a second computer advertising image data.

In fact, LiQ teaches away from the present invention. In particular, LiQ states that, "online paging allows consumers to bring others into a private Shop & Chat session." See LiQ, page 2, third paragraph.

Thus, as LiQ indicates that users are invited to enter a chat room and shop together, it is not necessary to provide the users with information in the page, as the Examiner appears to assert. Rather, after the user is paged, the user then has access to the information and can join the virtual shopping. In LiQ, the page is nothing more than a notification message that a user is on-line shopping.

LiQ also provides additional support that the Examiner is incorrect in asserting that product information is sent to the 2nd user to view together with the first user. LiQ clearly states that after users are paged, "a few clicks later, everyone is shopping together on LiQ.com, where they can view a wide variety of products, share information, and reach decisions together." Therefore, the paged users are not provided with information pertaining to the product until after they actually enter the chat room. In other words, the page itself does not contain product information, much less advertising information which includes advertising image data, as in the present invention.

Likewise, Barron does not teach or suggest the above-identified feature of the present invention. Barron also offers no disclosure or suggestion of the above-identified feature. Although the hacker in Barron could view the same website as the user on his "buddy" list via surveillance software and provide comments, no disclosure or suggestion is provided regarding displaying computer advertising image data as status of a user. In Barron, no advertisement information is displayed. Simply providing comments is not tantamount to or related to displaying advertisement data in the manner identified by the language of the claims.

In light of the foregoing, claim 1, for example, of the present invention, is patentable over the references, as neither LiQ nor Barron, taken alone or in combination, teaches or suggests the above-identified feature of the present invention, for example.

As claims 2, 9, 10, 11, and 12 recite language similar to that of claim 1, claims 2, 9, 10, 11, and 12 are patentable over the references for at least the reasons presented above. As

claims 3, 4, 5, 6, 7, and 8 depend from respective dependent claims, claims 3, 4, 5, 6, 7, and 8 are patentable over the references for at least the reasons presented for the independent claims.

Claims 5-8 and 11 were rejected under 35 U.S.C. § 103(a) as being unpatentable over LiQ and Barron in view of U.S. Patent No. 5,794,210 (Goldhaber).

As Goldhaber is directed to techniques for electronically delivering priced intellectual property including advertising to anyone browsing pages on the Internet (for example, mass advertising), Goldhaber also does not teach the above-identified feature of the present invention.

In light of the foregoing, claims 5-8 via claim 2 are patentable over the references, as none of the references, taken alone or in combination, teach or suggest the above-identified feature, for example, of the present invention. Claim 11 is patentable over the references for at least the reasons presented above for claim 1.

Further, in LiQ, a first user invites a second user to a chat service attached to a shopping site. A specific shopping site which functions as a chat service only allows users to share information. In contrast, in the present invention, users can share information at any time. In other words, an advertisement of any site is transmitted to a second user as a first user's status. Therefore, in the present invention, an advertisement distributor, a shopping site provider, and a chat service provider all can be independent of each other.

Applicants have added new claims 13-15 to clarify the above-described difference. Applicants respectfully submit that new claims 13-15 are patentable over the references, as none of the references teach or suggest the features of the claims. For example, none of the references teach or suggest, "extracting advertising information correlated with said Uniform Resource Locator; and transmitting said extracted advertising information to the second computer, thereby allowing said second computer to receive said extracted advertising information as status of said first computer," as recited in claim 14 of the present invention.

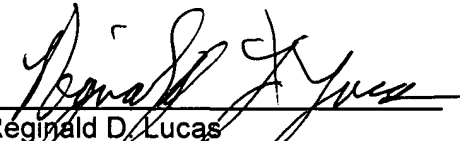
If there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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